

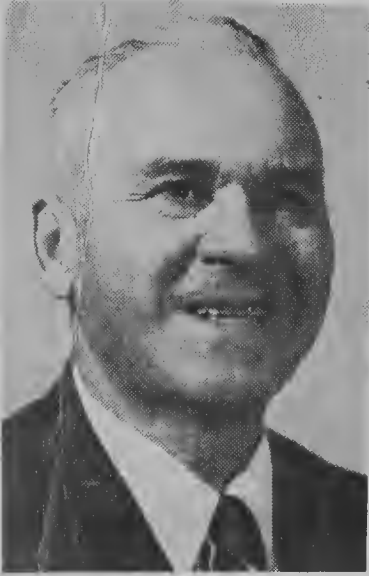
1955

*Welcome to*  
**PONOKA STAMPEDE  
AND EXHIBITION**



**JUNE 30<sup>th</sup> - JULY 1<sup>st</sup>**

**CANADAS BIGGEST TWO-DAYS SHOW**



*Introducing*  
**GLEN JOHNSTON**

OUR M.L.A. FOR THE  
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WHO WOULD LIKE TO  
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MAYOR J. WALKER

# PONOKA

## *Welcomes You!*

The Mayor and Councillors of the Town of Ponoka welcome you to the Annual Stampede.

We are proud of our Stampede and Exhibition Association which has, with the co-operation of the business men of the town, made this Stampede an event of major importance in Western Canada.

We wish everyone a good time and a holiday long to be remembered.



J. CRANDAL



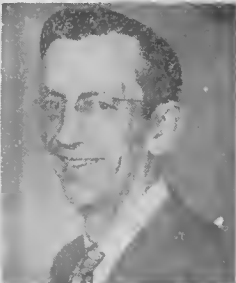
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TO THE

## PONOKA STAMPEDE

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FOR THE BETTERMENT OF RODEO  
FOR THE PROTECTION OF COWBOYS

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Sec. Treas.—Jim Maxwell, Calgary

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SWEET BLOCK

PONOKA

Trophy - Bareback Riding Event



## Arena Director and Stock Contractor

HARRY VOLD



Harry was born and raised in the Ponoka District and comes from a well known family out Asker way where Harry's father (F. N. Vold) is a great cattleman and farmer. Auctioneering is a sideline of Mr. Vold and Harry has followed in his father's footsteps.

Working with cattle and horses, Harry has naturally become Stampede minded, and was a member of the Stampede Association for a number of years. He retired in 1948 to take the job of Arena Director, and has held this position since that time.

This year Harry has again been awarded the contract to put on and manage the Ponoka Stampede.

VISIT THE

## THIRSK 5c to \$1 STORE

While At The Stampede

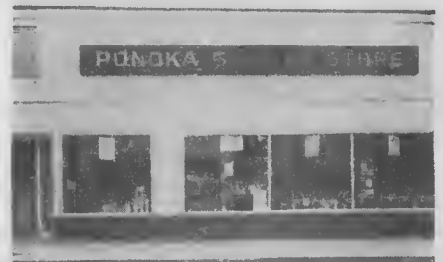
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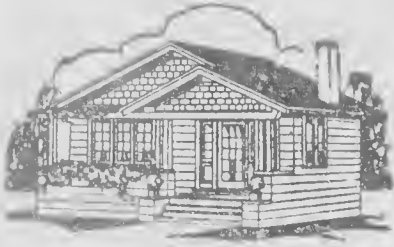
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Ponoka, Alberta

During your visit to the Stampede, we would be pleased to have you visit our new store.

Souvenir Goods  
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We can supply all your picnic  
and holiday requirements.

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## Bull Riding Contest

At Each Afternoon Show

Purse \$400.00

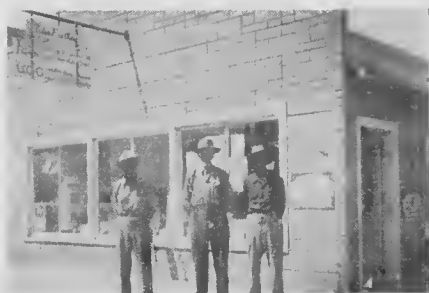
Back away, folks, here comes the real thriller of the Stampede. The cowpoke comes out aboard a big vicious bull; with his only equipment a loose rope around the bull's shoulder. The rider can use no knots, or fancy handholds. Only one hand can be used, the other must wave in the air.

With a bellowing and flashing of sharp horns, the bull comes out of the chute, twisting, turning and bucking for all it's worth. A qualified ride of eight seconds is tough enough, the next thing for the rider is the problem of getting off and away without being gored or trampled to death, as the bulls play no favorites, and would just as soon take after a man or horse.

No pickup men will be handy, so the rider must get off the best he can, and usually does by throwing himself to land headed away from the bull, and then make a race for the fence. Should a rider be thrown, or fall in the path of the charging bull, then the clown steps in waving his red cape at the bull trying to attract his attention from his victim. Many a boy has been severely mauled and badly injured in this event.

1954 Canadian Champion—G. Earl, New Gate, B.C.

Trophy donated by HARRY'S News and Adv.



ENJOY THE GREAT

## Ponoka Stampede

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Ponoka

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and

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## Saddle Bronc Riding

This is one of the most exciting events in a rodeo. The bronc is fitted with a plain halter, a rope to use as a rein and a regulation bronc saddle. The rope must be held with one hand on the same side of the horse's neck. The other hand must be free. He must keep both feet in the stirrups and spurs his bronc continually with both feet. Being thrown, changing hands or rein, wrapping rein around hand, pulling leather, loosing foot from stirrup, touching bronc or saddle with free hand or failing to spur the horse to suit the judges disqualifies. The rider must stay on for 10 seconds. Just to make it even tougher, the bronc's already nasty disposition isn't soothed by the fact that the flank cinch is pulled tight as he leaves the chute.

1954 C.P.A. Champ - Marty Wood,  
Calgary

Trophy donated by ROYAL HOTEL



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Phone 281 — RAY HENRY — Ponoka



## Boy Scouts Association

There have been Boy Scouts and Wolf Cubs in Ponoka for the past 24 years. In 1949, the Group was re-organized by Mr. Savage. At their first meeting there were 10 Wolf Cubs and 5 Boy Scouts. Since that time the Pack and Troop have grown until, at the present time, there are some 75 Cubs and 34 Scouts.

The first camp, was held at Camp Woods, Sylvan Lake, in 1950, with 15 boys and one leader. Since that time camps have been held every year for both Cubs and Scouts, at Gull Lake and Sylvan Lake. In August of this year, four Scouts and two leaders from Ponoka Troop are travelling east to take part in the International World Jamboree, at Niagara-on-the-Lake. Living the true spirit of Scouting Brotherhood, the Ponoka Group is sponsoring a Boy Scout from Northern Ireland, to this Jamboree.

In March 1950, the first Father-Son banquet was held with a total of 60 sitting down to eat. This became an annual event and now today the Committee has to cater for some 200 persons.

Another big function in the Scouting year, is the Annual Picnic, to which all the boys and their families turn out. The attendance at these picnics is so large that no one has ever succeeded in totalling the number that attend.

At Christmas time the Group, as a whole, takes part in a Christmas Good Turn, such as sending toys to Children's hospitals, making up hampers for needy folk, and during the floods in Europe a few years ago the Group sent food parcels to Holland and England. This is in keeping with the Third Scout Law: "A Scout's duty is to be useful and help others."

In 1952 the Pack and Troop finally arrived at their new Scout Hall. This enterprise was started by the local Kinsmen, who are the sponsors of the organization, and, following a public meeting, all the service clubs and the whole town got behind the project and in one short year the boys had their hall paid for.

This year 16 boys became members of the Junior St. John Ambulance and obtained their Preliminary Certificates.

To climax this year's progress, five Scouts were invested as "Queen Scouts", which is the most coveted badge in Scouting, and is the result of 2 - 3 years hard work.

In closing this short history of Scouting in Ponoka, the Group wish to thank the town fathers, the service clubs, and the people of Ponoka, for their wonderful support.

Cubbing and Scouting is one of the finest youth organizations known in the world today, for the training of young boys, and it speaks well for the town of Ponoka that they recognize this, and are doing so much to foster it and keep it one of the best Groups in Alberta.

The Boy Scout Promise:

"On my honour, I promise that I will do my best  
To do my duty to God and the Queen,

To help other people at all times,  
And to obey the Scout Law."

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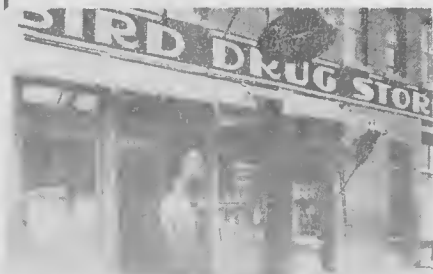
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GOOD MEALS  
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STAMPEDE

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— Percy King —



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automatic,  
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*Your GAS Company*

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PONOKA



## Ponoka Light Horse Assoc.

The Light Horse Association was formed by a group of young people and horse-lovers one and two generations older. A great deal of interest has been shown in the fact that inside of one month over sixty people have joined this club. Rides are conducted on Sunday afternoons at the Stampede Grounds, which have very generously been donated for the purpose. President Enos Holben and Secretary Rees Jones are always on hand to keep the rides organized. The aims of this club are first to revive the almost lost art of riding Western Style; to encourage young people to learn to ride properly and teach them how to take care of horses; to take part in trail rides, parades and gymkhanas; and to encourage the breeding of good type light horses.

It is hoped that this club will continue, as it could add a great deal of colour to our district.

## C. M. Lyons

TINSMITHING

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BOX 333

PONOKA



Every Success to  
PONOKA'S ANNUAL RODEO

Electrically Yours



## Dick Jenkins

Phone 210

MODERN RADIO

Ponoka

## Livestock Exhibition

Organized five years ago under the supervision of J. W. Easton, of the Co-op. Livestock Association, and T. T. Butterfield, prominent breeder, three successful exhibitions were held, but due to the Hoof and Mouth outbreak in Saskatchewan it had to be postponed last year.

The First Stampede was staged in Raymond by Ray Knight in 1903; the first Calgary Stampede by Guy Weadick in 1912; the first Ponoka Stampede in 1936 by George McKeddie.

## Ponoka Wholesale

Chas. E. Lewis

TOBACCO — CONFECTIONERY — SUNDRIES

PHONE 16 — PONOKA, ALBERTA

# Wild Steer Decorating

Steer decorating is used in Canada to replace the bull dogging or steer wrestling as used in U.S. shows, and while it is just as tough on the decorator, it is more skillful than the brute strength required for the bulldogging.

The steer gets a 10 foot start on the rider from the pen, breaking down the arena at "express train" speed, with rider and horse on his tail. When steer and mount are head and head going at full steam, contestant makes his leap from saddle to the horns of steer and while holding tight he must slip elastic with ribbon attached over horn. A "hazer" or assistant is used to keep the steer in line. A well-trained, speedy horse is very essential, but skill, daring and timing are the main requirements of the cowboy.

Poor judgment has landed many a boy into the "first-aid shack" as trading punches with a long horn weighing over half a ton is risky business, as is the leap from a fast-moving bronc. As in all the speed contests the decorator with the best time wins. The record time for the Calgary Stampede is 3 seconds flat by Everett Vold of Ponoka, 1950 Ponoka Stampede Champion.

1954 Canadian Champion—Bud Van Cleave, Taber

At Each Afternoon Show

Purse \$400.00



Welcome To The Ponoka Stampede

we are prepared to serve you

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FROZEN FRUIT - LOCKER SERVICE

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Service You'll Appreciate  
Central Alberta's Best Equipped Shops

Bear Steering Equipment

Lacombe: Ph. 65

Ponoka: Ph. 14

G. B. WILDERS



## Ponoka Mental Hospital Among Continent's Finest

If you want to know the native Ponokans from visitors, listen for wise-cracks about the sanity of the district. The folks making the cracks are visitors — the sanity of the natives is above question for they have one of the finest and most efficient mental hospitals on the North American continent right in sight of their doorstep.

The Provincial Mental Hospital can be seen from the Stampede grounds, nestling in the rolling parklands to the southeast a mile from the town.

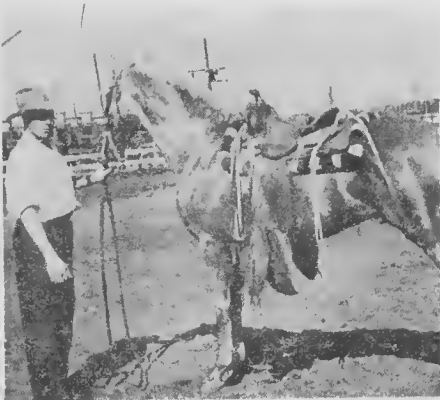
With a staff of some 300, this hospital provides care and treatment for 1,400 patients. For years this hospital has been rated by medical authorities as one of the most modern and progressive in Canada and the United States and has the distinction of having introduced a number of new methods of treatment to Canadian psychiatry.

Contrary to general belief, a modern hospital does not concern itself solely with insanity, but deals with all forms of mental illness such as nervous breakdowns, alcoholics and narcotic addicts. The proportion of cases cured and discharged from the Ponoka Mental Hospital is very high.

This hospital operates its own farm of five sections to provide fresh health-giving foods for its patients and also to give them the outdoor occupations and interests that are essential in many cases.

The farm is complete in every respect. A large herd of purebred Holsteins provide fresh milk for drinking and butter; the poultry farm yields fresh eggs and fowl and the gardens provide vitamin-packed vegetables. To assure a year-round supply of vegetables, a small and efficient canning factory is operated.

Much of the ground around the buildings has been turned into a beautiful park arrangement. Visitors may drive around through this section if they care to.



Welcome to  
**PONOKA'S ANNUAL  
RODEO**

from your barber

**MONTY KLEIN**



We Invite You  
to

Browse Around Our  
Store  
During Stampede Week

Your dollar buys more  
at your

**Marshall-Wells Store**

Roy Clarke - owner



# WILD COW MILKING CONTEST

At Each Afternoon Show

Purse \$150.00

This is a two-man team event, contestant who at the start is mounted and one helper, who is afoot. A herd of cows is turned loose at one end of the arena, the contestants are lined up by the gates, and on the signal being given, each must ride (or gallop is better), sort out his animal, and while mounted rope either by the horns or around the neck. His helper then races out with the regulation bottle, supplied by the committee, takes rope from the mounted man, who dismounts and tries to get near enough to the animal to start milking, while the other fellow holds the rope, at least twenty feet from the cow.

To say "Well, I'll be cowkicked" is an apt phrase, as the way these mothers of our future beefsteaks wield those hind legs is not to be sneezed at. If you ever saw a funny sight, just watch a cowpoke with high-heeled boots on trying to run to the judges stand to be the first, or near it, with his quota. It's a sight to behold. The rules are very strict in this event, as no mauling or ill treating of the animals is permitted.

1954 C.P.A. Champ—Bill Collins, Stettler

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HEADQUARTERS

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## Ponoka Community Playgrounds

We are happy to say we have three playgrounds in Ponoka and extend an invitation to Stampede visitors to pay a call at one or all and relax awhile.

Central, or No. 1, is the largest playground and includes a paddling pool, located at 51st St. and 54th Ave.

Riverside, or No. 2, is to the east, across the river, set amid shady trees.

Lucas Heights, No. 3, is the Kinsmen Playgrounds, to the west and although still under construction, offers the children plenty of amusement now.

The Playground Assoc. is composed of representatives from all organizations in Ponoka, who by their interest and contributions, have made this work successful.

## Ponoka Radio Electric

TELEVISION — RADIO — APPLIANCES

Wiring Contracts

Phone 13

Geo. James

PONOKA



# THE PONOKA ARENA

The building of the Ponoka Arena was doubtless one of the finest displays of community spirit and enterprize one will ever see in any community. The need for a modern arena had long been recognized in Ponoka, however during the war years it was difficult to go beyond the planning stage. In 1945 the Ponoka Kinsmen Club were instrumental in getting a drive organized to raise funds for the project and this is where the splendid co-operation of every local organization and Town and district resident, came to light, for everyone pitched in to carry this project through to completion. The task was not an easy one, however today we have one of the finest arenas in Alberta which shows what can be accomplished through the combined efforts of all people in a community.

The arena of course is the home of the "Ponoka Stampeders" Alberta Intermediate "A" champions for the last three years and Western finalists in two of these years, said by many to be one of the best Intermediate teams ever to represent Alberta. Ponoka is justly proud of its "Stampeders" and indeed they have played a great part in the building of the Ponoka Arena. In the spring of 1953 the Stampeders had won the Provincial Championship and were to meet Trail, B.C. in the Alberta, British Columbia playoffs. These games were held late in the season and due to the fact our natural ice had long since gone, the games were played in Edmonton, an average of 1500 Ponoka fans made the trip to Edmonton for each of the three games played there. It was this incident which made apparent the need for artificial ice and steps were taken to provide this installation.

After the installation of artificial ice, it was felt a concrete floor would add to the usefulness of the arena and this was added in the summer of 1954.

The benefits of a modern arena in a community are many, as it provides a place for healthful recreation for children and adults alike, on a year round basis.

## Red Head Service

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## Bareback Bronc Riding



The horse is ridden with a bareback rigging, which consists of a loose rope around the horse and held by the rider with one hand. The other hand must be kept free at all times. He must spur the bronc out of the chute, keeping his spurs high on the horse's shoulders for 10 seconds, which can be a mighty

long time, especially if the ride is rough. This event represents the cowboy's regular job of breaking a horse. A cowboy must have a horse that won't "come apart" when he's working cattle on the range.

1954 Can. Champ - Gordon Earl, New Gate, B.C.

Trophy Donated by BUDS CAFE

SUCCESS

• TO THE

### Ponoka Stampede & Exhibition

JUNE 30th — JULY 1st, 1955

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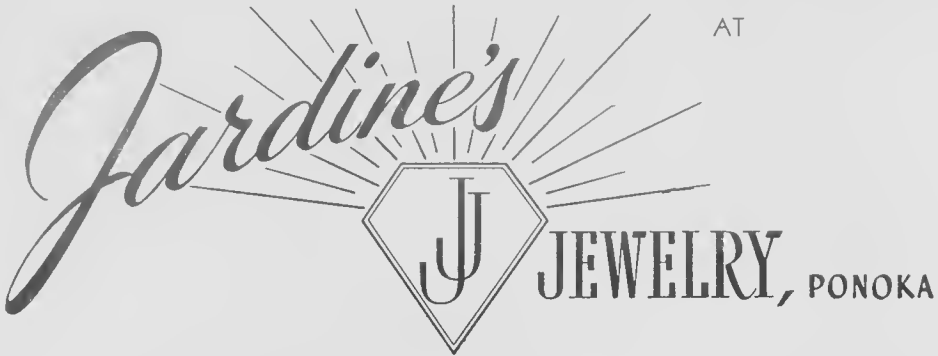
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YOU CAN BUY AND SELL ANYTHING AT

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**POULTRY FARM**

LIVE and DRESSED POULTRY

BABY CHICKS

FRESH EGGS

PHONE 65

BOX 159

PONOKA

## Ponoka 4-H Clubs

"Learn to do by doing" is the motto of the 4-H Club. 4-H is the largest youth organization in the Ponoka County, with about 14 clubs and a membership of over 250 girls and boys. There are garden and sewing clubs for girls; dairy and beef clubs for boys and girls and grain and swine clubs for boys, although they may all contain a mixed membership.

In the Garden Club, the girls plan, plant and raise, then in the fall exhibit their products at the Achievement Day. The Sewing Club is the girls winter project, and in the spring these articles are displayed at the Achievement Day. At these days the Home Economist is the judge. The Dairy Club members care for a calf all year and hold an Achievement Day in July. (The calves must be clipped and washed!) Third year members exhibit three animals, calf, yearling and two-year-old. Last year Mr. Black announced that the Ponoka Dairy Club had one of the largest Achievement Days in the province. The Beef Club is based on somewhat the same principle, however they sell their calves each year. The Grain Club members each buy six bushels of registered seed grain and sow plots, in the fall the members, a judge and the District Agriculturalist and club leaders hold a field day, touring the plots. This year the first Swine Club in the Ponoka County held their Achievement Day.

A great deal of credit must go to the District Agriculturalist, Home Economist and the Club Leaders for the enormous part they play in 4-H work.

For the past two years the combined 4-H Clubs of Ponoka have entered a float in the Edmonton Exhibition Parade and have received the Lawrence Rye Trophy each time.

Over the years 4-H has had many names and many types of programs, but the basic objectives always remain; to train the head and hands and to influence the heart and health of the rural youth in Canada.

(June Avison).

**BUD GRANT TAKES PLEASURE  
IN WELCOMING EACH AND**

**EVERYONE TO PONOKA'S  
ANNUAL STAMPEDE**

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Donors of Bareback Riding Trophy



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# CALF ROPING

At Each Afternoon Show

Purse \$400.00

When the calf breaks from the chute it is given a twenty-foot start before the horse can break, and no one knows just what the calf is going to do, it's the most uncertain thing imaginable. He may dart right or left without the slightest warning. This is where a well-trained rope horse shows his stuff. Calf roping tests the speed and accuracy of the roper, and the training and intelligence of the horse. Man and horse must work together; it is first and last a partnership proposition.

Time is essential in this contest, and a good horse will follow every move of the calf, and when the loop is thrown he must stop on a dime and hold till the roper gets off, goes down and ties three legs of the calf, all in a matter of seconds.

Penalties in seconds are added for infraction of the rules such as "busting" the calf or horse dragging it, and after throwing his arms "up" to signal tie, the roper cannot touch the calf till the judge rides up and rules it fair tie.

No undue roughness is permitted, severe penalties are tabulated even to ruling out of the entire contest for a roper breaking the rules as laid down.

1954 C.P.A. Champ—Cliff Vandergrift, Turner Valley

Trophy Donated by Leland Hotel



## ROYAL HOTEL

WELCOMES YOU TO THE

1955

### Ponoka Stampede

FULLY LICENSED

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D. Slater



H. Labrie



T. Butterfield

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 T. Butterfield - Vice-Pres.  
 G. McKelvey - Director  
 J. Stelch - Director  
 S. St Clair - Director  
 J. Laylor - Secretary  
 L. Saunders - Treasurer

## Committee Chairmen

S. St Clair—gate  
 N. MacLeod—police  
 T. Butterfield—exhibition  
 D. Slater—races  
 I. Jones—advertising  
 H. Labrie—stampede

J. Stretch—parade  
 A. Kalweit—decorating town  
 M. McKelvey—grandstand  
 M. Prediger—machinery exhibition  
 B. Grant—publicity  
 J. Thumlert—baseball

## Members

J. Wight  
 C. Vold  
 J. Eaton  
 N. Vold  
 G. G. Ranks  
 H. O'Brien  
 M. McCoy  
 G. Norcombe  
 H. Twa  
 J. Walker  
 O. T. Lyon  
 D. Nelson  
 J. Ravensborg  
 M. Carter  
 R. Thomson

H. Emas  
 C. Mickey  
 D. Grant  
 A. McMillan  
 D. Latiff  
 L. Grigat  
 M. Klein  
 A. Cerveny  
 N. Nelson  
 G. Streth  
 C. Matejka  
 J. Kerns  
 E. Larsen  
 D. Shantz  
 D. Carswell

H. Dittburner  
 S. Svenson  
 B. Earl  
 G. Gage  
 E. Ruff  
 R. Turner  
 J. Wilders  
 H. Evans  
 G. Morrel  
 C. Palechek  
 P. Comisarow  
 D. Garfin  
 H. Wright  
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 K. Leonard

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- modern rest rooms
- up-to-the-minute island service

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# PONOKA JUBILEE

Incorporated as a town before the province of Alberta was born, Ponoka celebrated its Golden Jubilee last year. In 1904 the incorporation charter was granted to the small bustling community which only a few years before had been known as Siding 14 of the Calgary and Edmonton Railway.

In 1904 there were 560 persons living here. In 1954, during the week of the first of August, the town's total population of 3,400 gathered, together with literally thousands from the surrounding districts, for a grand celebration.

It was a week of momentous events. One day was parade day — and such a parade has never been seen before or since in Central Alberta. It was almost a mile long, with floats of every description, hundreds of oldtimers, a covered wagon, a pair of oxen weighing a ton and a half each (this year they will appear in the Calgary Stampede parade!) Heading the parade were two Ponoka mayors: 91-year-old J. D. MacGillivray, the town's first mayor, and mayor H. H. Roberts, circa 1954.

The whole town and countryside were filled with celebration fervor. Most stores in town installed window displays depicting the days of long ago; a museum and 'oldtimers' meeting place' was set up in the basement of the Elks' Hall, and many from far away met friends of a quarter and even a half century ago.

Perhaps the most poignant moment of the celebration was the banquet given for the oldtimers, when 160 persons from all sections of the county gathered to feast and reminisce. There were two sports days during the week, put on by local service clubs. There was a grand concert and pageant in the arena. One whole afternoon was devoted to a tremendous display of civil defence activities with Ponoka's civil defence corps (rated most highly efficient in Alberta) putting on a display of rescue work, first aid, and fire fighting.

The culminating moment of the week was undoubtedly the mass church service held in the arena on Sunday, when nearly 4,000 persons gathered to give thanks for the fifty years which had passed by in the history of our growing town — and to dedicate themselves anew to the work of the future.

Ponoka will never forget its golden jubilee in the year 1954. It was a splendid tribute to the host of pioneers who carved a healthy community from the virgin wilderness. It marked the end of an era. What will the next 50 years bring?

## The Central Alberta Dairy Pool

OFFERS A CO-OPERATIVE MARKET FOR  
CREAM, EGGS, POULTRY and MILK  
TO PRODUCERS IN THE PONOKA DISTRICT

Jack Neale, Manager

Ponoka, Alberta

# CASH FOODS



WE PAY YOU TO SERVE YOURSELF—  
TOP QUALITY PRODUCTS

Groceries — Fresh Fruits  
Choice Vegetables

PONOKA — VEGREVILLE — LACOMBE  
EDMONTON

## Objects Of The Stampede Association

The Ponoka Stampede and Exhibition Association is incorporated under the Societies Act of the Province of Alberta, 1924.

The objects of the Society are:

1. The promotion of sports and the arrangement and promotion of tournaments and competitions, games, Stampedes or Rodeos, and Agricultural Exhibitions.
2. The construction or improvements of grounds, parks, grandstands, corrals, chutes or other buildings or other constructions, necessary or desirable to carry out the objects of the Society.
3. To enter into contracts in the name of the Society relative to the carrying out or promotion of any of the objects of the Society with any person or corporation.

The operations of the Society are to be chiefly carried on in the District of Ponoka, in the Province of Alberta.

Dated this 25th day of June, A.D. 1937.

SEE US FOR

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FIRST GRADE FARM FUELS

WITH FIRST GRADE SERVICE

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Your Independent Gas and Oil Dealers

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PONOKA



# OBERST CONSTRUCTION

RESIDENTIAL and COMMERCIAL BUILDING

CEMENT WORKS SPECIALTY

PHONE 315

## Ponoka 4-H Beef Calf Clubs

For the third year the Bowie boys showing Aberdeen-Angus calves raised by Mr. David Liddle of Ponoka, dominated the championship classes of the Central Alberta Calf Club show held in Ponoka this year.

Charles Bowie had the Grand Champion, with a 940 pound steer that Eaton's bought at 51c. Reserve went to Bobby Szasz, of Blindman Valley.

Last year Charles Bowie had the Reserve Champion and Sybil Groom had Grand Champion with a Shorthorn of Harold Jensen's breeding.

This club show alternates between Lacombe and Ponoka and sells over 120 calves annually. It is very well supported by local buyers and the Alberta Livestock Co-operative, Swift's, Burns and Canada Packers.

Ponoka has 40 members in the club and Chesterwold has 12. These clubs under the leadership of Alf Groom, Paul Smith and Ernest Plester easily hold their own in these show competitions. The Ponoka 4-H Beef Clubs have certainly added to the quality of the beef cattle in this district. 4-H Club members have proven that they are a credit to Ponoka County.

## BADRY AND GORDON

AGENCIES

GENERAL INSURANCE

Phone 260

—

Ponoka



# The World Famous Chuck Wagon Race

At Each Evening Show — Time 7:00 p.m.

Purse \$300.00

It is the most spectacular event on the Program, and each evening it is witnessed by a full grandstand, bleachers and enclosure, where over twenty thousand wildly cheering, shouting fans stand up and holler for their favorite to win. With the lining up of all the outfits in the centrefield, the horses all pawing the ground, just anxious to be away as are the fans to see them.

In the infield, the skinner is handling the ribbons from the seat in an easy, carefree manner, but ever on the alert, the outriders are taking their places, with their own saddle horses close at hand, while the judges, timers, and the Arena "boss" makes the last-minute inspection to see that all are ready, and that rules and regulations are being adhered to.

Each outfit consists of a regular round-up chuck wagon, with bows and canvas top, with the name of their "range" painted on it and pulled by a four-horse team handled by a driver, known as "cookie" or the skinner, and as part of the outfit, four mounted out-riders. The general idea is that they are in camp all lined up and ready to move, and with every eye set on the starter and ready, at the word "Go" they break camp, cut an 8 around their own two barrels, and then with a wild break for the track where they have to do the half mile, closely followed by their outriders, and with competition so keen that only fifths of seconds separate the time of many of the outfits.

The race is run in heats, four outfits to a heat, and usually six to nine heats a night. Penalties in seconds are added to the outfit's running time for infractions of the rules, and while a very speedy race is run by one or the other out-fit, yet with their penalties, they are set back to second, third or fourth place.

1954 Canadian Champion—Commodore Allen, Vulcan

Trophy Donated by Parkland Motors



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FRUITS & VEGETABLES

SHOP FOR ALL YOUR GROCERIES

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MOVES ANYTHING, ANYWHERE

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Ponoka, Alberta



## Veteran Service Garage

HUDSON and AUSTIN

SALES and SERVICE

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Ponoka

## Ralph's Tire Shop



VULCANIZING

NEW and USED TIRES

OUR LINE

DOMINION ROYAL TIRES

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# Ponoka's Newest Lumber Company

extends sincere best wishes

for the continued success

of

PONOKA ANNUAL STAMPEDE

## PONOKA BUILDERS SUPPLIES

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QUALITY IS NEVER EXPENSIVE

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## FLOWER AND GIFT SHOP

FLOWERS

CHINAWARE

NOVELTIES



# JONES BROS.



"SHORTY" and "BILL"

Real Estate — Insurance

Loans — Investments

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PONOKA, Alberta

## Ponoka Figure Skating Club

The Ponoka Figure Skating Club was reinstated last year under the direction of Mrs. F. Nelson. It was comprised of several groups of children ranging from pre-school age to High School. Classes were held for adults also.

The basic fundamentals of skating were taught.

At the close of the season a grand Ice Revue was staged, which, for the first time in history was all local. The Revue took in glimpses from many lands with the colorful costumes of Ireland, Scotland, Spain, China, etc. It was a great success and next year Ponoka may look forward to a bigger and better Ice Carnival, due to the co-operation of all the pupils and their parents.

See you all next year.

## ST. CLAIR & MILLER



- McCormick-Deering Farm Equipment
- International Motor Trucks
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- Complete Stock of Parts

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PONOKA, Alta.

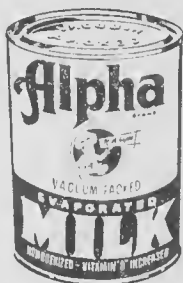
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and CRISP CHOICE VEGETABLES

makes our place a favorite with  
food shoppers in Ponoka district



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Ask for ALPHA  
Evaporated Milk  
at your favorite  
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## ALPHA MILK COMPANY

RED DEER

THRU SERVICE WE GROW

## MIKE'S BARBER SHOP

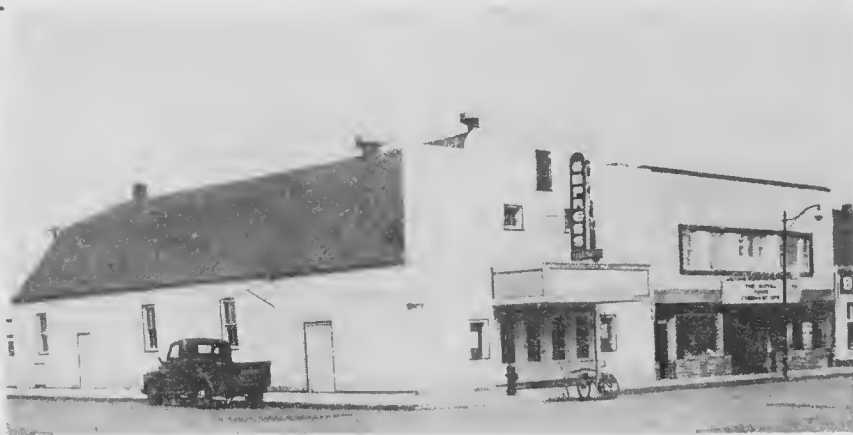
YOUR FAMILY BARBERS

Mike Predigar — Jack Richmond



## Championship Awards of 1954

1 Canadian All Around Champ	Gordon Earl, New Gate, B.C.
2 Canadian Roping Champ	Cliff Vandergrift, Turner Valley,
3 Wild Steer Decorating	Bud Van Cleave, Taber
4 Bull Riding Champ	Gordon Earl, New Gate, B.C.
5 Chuck Wagon Champ	Commodore Allen, Vulcan
6 Bronc Riding	Marty Wood, Calgary
7 Wild Cow Milking	Bill Collins, Stettler-
8 Amateur Bronc Riding	W. Bruce, Forestburg
9 Bareback Riding Champ	Gordon Earl, New Gate, B.C.
10 Wild Horse Race	O. Stranquist, Stettler



The Management and Staff of

**PONOKE THEATRES**

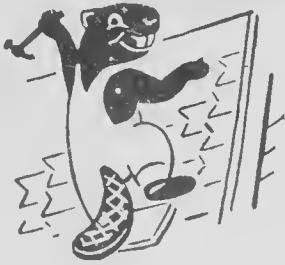
The Finest In Screen Entertainment

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- Your one stop building supply dealer
- Quality materials at low prices
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RALPH WALSH, Manager

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PONOKA

— ALBERTA

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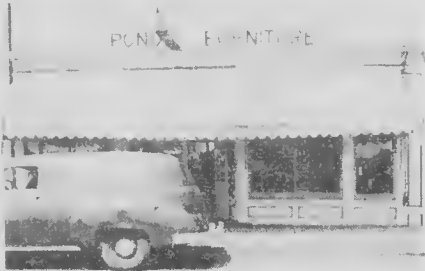
Paints, Floor Coverings

Bicycles, etc.

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Ponoka



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YOUR FASHION HEADQUARTERS

Women's & Children's Clothing

Women's & Children's Shoes

Expertly Fitted by X-Ray

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PONOKA

# PONOKA CO-OP STORE

OWNED BY THE PEOPLE IT SERVES

JOIN YOUR CO-OP AND BECOME

ONE OF THE PEOPLE IN BUSINESS

FOR THEMSELVES

PHONES

39 & 49

## 22 Medical Company, Royal Canadian Medical Corps, Militia

PONOKA, ALBERTA

The 22 Medical Company was first formed in 1940 and was known as a Field Ambulance which proceeded overseas, and then a Company of Engineers was formed. Upon the cessation of hostilities in 1946 the Medical Organization was again set up and was called the 17 Field Dressing Station, Royal Canadian Army Medical Corps, Reserve Force under the Command of Major J. Byers. This organization was again redesignated to the 22 Medical Company, Royal Canadian Medical Corps, Militia in late 1954 and is under the Command of Major A. J. Elliott.

This Unit has been serving the PONOKA STAMPEDE since its conception, rendering medical Aid to contestants and spectators alike, and all ranks of this Unit have been happy to perform such a useful duty to the PONOKA Community.

To the Public in general an invitation is extended to Men and Women who can qualify under present standards to participate and learn many of the skills which are available and in this way be a more useful citizen to the PONOKA community.

## Jack's Mens Wear

Ponoka — Lacombe — Red Deer

The Store for Men and Boys

HOUSE OF STONE

made-to-measure clothes

PHONE 60



# Wild Horse Race

At Each Afternoon Show

Purse \$150.00

This event is for a three-man team, the rider and his two helpers, and if you ever saw a mad scramble with wild horses, bucking, squealing, rearing up, sun-fishing, running, kicking, striking, and in fact pulling every mean trait that horseflesh can do, well this is it. When the signal is given, the wild horses are let out of the chutes, with only a halter and shank on.

One helper mans the lariat rope and the other the saddle, and just when they think that they have the "nag" all quieted down, and start bringing out the saddle, away it goes again with a couple of boys hanging on for dear life. Or maybe the "critter" will gentle, just stand there or pull back, with everything going according to "Hoyle", and as soon as the rider gets aboard away they go into a series of bucks that would make anyone's hair stand on end.

To win this event, horse and rider must be steered into the catching pen at the far end of the arena.

When all is said and done, it was the man on horseback who made the West; it was the riding man who cast, forever, the glamour of romance and adventure over the West, a West that was conquered by the man who sat in saddle leather.

O. STRANDQUIST, STETTLER—1954 C.P.A. CHAMP

## Ponoka Sports Shop

sporting gear  
for  
all the year

PHONE 466



## COWBOY LINGO

HAZER—A contestant's assistant who rides on the opposite side of a steer to keep him running straight for the bulldogger.

COW WADDIE—A cowboy.

TAKING A HOMESTEAD—Being "piled" or thrown from a Bronc.

PULLING LEATHER—Grabbing hold of the saddle to prevent being bucked off.

BULLDOGGER—A contestant who wrestles and throws a steer with his bare hands. Bulldogging was originated by Bill Pickett, a negro boy in the employ of Miller Bros., 101 Ranch. He once won a bet by throwing a bull in a bull-fighting arena in Mexico. He first demonstrated bull dogging in Canada at the Calgary Stampede in 1912 staged by Guy Weadick.



INSURE WITH  
**W. C. McINTOSH**  
GENERAL INSURANCE  
Accounting

Phone 209

Ponoka

## Yorkshire Dominates District Farm Scene

If Ponoka ever gets around to selecting a coat of arms to adorn its civic stationery, the central figure will probably be a Yorkshire pig jauntily wearing a crown and sitting on a bushel basket of ten dollar bills.

For years the Ponoka district has claimed the distinction of producing more hogs than any other section of equal size in Canada. The York is king here.

A major factor in developing this hog production is the unexcelled marketing services offered. Efforts of the Livestock Marketing Co-operative, spurred by the competition of private buyers has resulted in Ponoka prices generally topping those offered in Edmonton and Calgary.

Hogs are bought every Wednesday at the Ponoka stockyards by the Co-op and two independent buyers. Exceptionally fine facilities are provided for the rapid unloading, weighing and handling of pigs. Three scale houses are kept busy, each with a staff of handlers and checkers.

Producers have found marketing here so profitable and convenient that many bring in hogs from a distance of forty or more miles.

There are many fine herds of purebred Yorks in the district, among which is that of Albert Bieber, whose Park Springs Farm attracts scores of hog producers in search of outstanding breeding stock. Boars and gilts from the Bieber herd were selected by Dominion government experts for a special shipment of breeding stock requested by New Zealand and Australia.

## COMO BROS. - Farm Equipment

MASSEY HARRIS — FERGUSON

Implements

SALES and SERVICE

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# CRANDALL RADIO SERVICE

Make Crandall's Your Headquarters for  
WESTINGHOUSE APPLIANCES

HOUSE WIRING

REPAIRS

Farm Lighting a Specialty  
Sporting Goods - Public Address

EVERYTHING ELECTRICAL

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Ponoka



## PONOKA LIVESTOCK CO-OP

Marketing Association

FARMER OWNED AND OPERATED

All Classes of Livestock Efficiently Handled  
and Sold on Competitive Markets.

J. W. Easton, Manager

Phones 248 - 291

Ponoka

Welcome to

PONOKA STAMPEDE

While in Town Visit

### Aboussafy's Ltd.

YOUR STORE FOR MEN & BOYS

Phone 6 — Ponoka

AND

### PAY-N-TAKE

GROCERIES — FRUITS — VEGETABLES

Phone 7 — Ponoka

## Central Alberta Winners in 1954

Saddle Bronc Riding	Bob Robinson	Cochrane
Bareback Riding	Gordon Earl	Newgate, B.C.
Brahma Bull Riding	Gordon Earl	Newgate, B.C.
Steer Decorating	Brian Butterfield	Ponoka
Calf Roping	Ronnie Donaldson	Stettler
Wild Cow Milking	Norman Lofgreen	Gwyne
Wild Horse Race	O. Sundquist	Stettler
Chuck Wagon	Ed. Krochell	Beiseker
All Around Champion	Gordon Earl	Newgate, B.C.

Our sincere thanks to Cliff Vold for donating the trophy  
for the best all-around cowboy

Whether It's . . .

- FARM FUEL

or

- FUEL FOR YOUR CAR OR TRUCK

You'll Find

### **IMPERIAL OIL and ESSO PRODUCTS**

"Tops" for quality and performance

Gordon McKelvey

## **Kenyon's Real Estate**

Ranches - Farms

Houses and Used Furniture

Farm Implements

TO THE SIGN THAT SAYS **KENYON**

YOURS FOR A BETTER PONOKA

BOX 249



Welcome to the . . .

## **Ponoka Stampede THE PERKY**



Ladies' and Girls' Wear

Hazel and Walter Galusha

Ponoka

Alberta

## **PONOKA MOTORS LTD.**

Mercury — Lincoln — Meteor Cars

Mercury Trucks

One of the largest stocks of  
Genuine Ford Parts and Accessories  
in Central Alberta

Phone 264 — Ponoka

A full line of Imperial Products



## **RANKS SELLS . . .**

DRUGS VETERINARY SUPPLIES GIFTS

COSMETICS GREETING CARDS

### **G. G Ranks, Druggist**

Your Neighbor Since 1926

PONOKA PHARMACY

PHONE 48

## Ponoka's Pride — Those Stalwart Stampeders

Just what do Ponoka's beloved "Stamps" mean to the Town and Community?

Materialists would no doubt contend that the favourable publicity obtained for the Ponoka region through the Stamps so consistently winning the Provincial Intermediate A Championship, and on at least two occasions, the Alberta-British Columbia Championship, is the Stampeders' greatest contribution to Ponoka. In all fairness, it would have to be agreed that the Stamps have done much to put our Town "on the map." Others would argue that the Stampeders' greatest asset to the community has been the inspiration they have been to junior hockey in all its many categories. Again one would be compelled to agree with this line of thought, for it is a fact that through the Stamps' fine example, through their interest in Ponoka's young hockey hopefuls over a period of years, and through their co-operation in respect to junior hockey generally, they have made a most valuable contribution. A third point of view might be that the Stamps' most worthwhile attribute has been the great amount of pleasure we have all obtained through attending the games — win, lose or draw — at home or away, as the case might be or, when unable to attend, to listen to the radio account through the goodness of Ponoka's public-spirited business men. Supporting this third viewpoint is the fact that during hockey season, dates for any purposes — social or business — can never be determined before the hockey schedule has been consulted and all concerned satisfied that "the Boys" are not playing "at home" on the date in question. Many a would-be Ponoka hostess has found to her chagrin, that in Ponoka no party can compete with the popularity of the Stamps!

One last question — and this is equally mysterious to Ponoka Stampeders fans, and the fans of the other clubs in the Central Alberta Hockey League: Why is it that when a player who has been the most veritable of villains when playing against Ponoka — immediately upon donning a Stampeders uniform and joining forces with the latter club, also immediately changes his personality and tactics, and becomes a perfect gentleman in every respect? ? ? That is the sixty-four dollar question of all time! !

## MAPLE LEAF MOTORS

STUDEBAKER CARS and TRUCKS

Maple Leaf Petroleum Products

CASE IMPLEMENTS

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Ponoka, Alta.



## PONOKA'S FUTURE

The writer has been requested to gaze into the crystal ball and prognosticate Ponoka's future. The reader is requested not to be too critical if he should, seemingly, wax altogether too optimistic in his predictions.

He has visions of a town of six thousand people and trusts that it will not grow much larger, for if it does, it will lose one of its most valuable assets, which is the spirit of friendliness which comes from knowing your neighbor when you meet him on the street, and which presently prevails in our town.

Six thousand people would also more amply support the various churches, lodges, service clubs and sports organizations in their endeavours and projects, removing a part of the load which now, perhaps, falls too heavily upon too few.

Six thousand people is the goal we should shoot for.

However, six thousand are too many to earn their living simply by servicing each other and the surrounding district and we shall have to supplement this by promoting industry.

Situated as it is on the bank of a river with prospective gas fields close by in all directions, our town, excepting Red Deer, has the best location for industry of any between Calgary and Edmonton.

What to do? Ponoka is the largest single shipping point for hogs of any in Canada. Surely it is feasible that a plant should be built here to process them.

Fifty years ago enterprising men drove logs down the Battle River and processed them into lumber at a sawmill here. Heavy stands of pine lumber still exist in close proximity to the headwaters of the river and along its course. A pulp mill here to manufacture the raw material of paper is not without the realm of possibility.

Abundant crops of straw go to waste in the surrounding agriculture area each year. Straw is the raw material of most of the cardboard packing cases in common use today.

These and many others are possibilities. It is our obligation to utilize them toward a better way of life.

WE WISH PONOKA STAMPEDE  
EVERY SUCCESS



## IMPERIAL BANK OF CANADA

The Bank That Service Built

H. J. O'Brien, Ponoka Manager



# **PONOKA STAMPEDE & EXHIBITION ASSOCIATION**

TAKE THIS OPPORTUNITY TO THANK

**TINY NICHOLS AND ABE GREENWAY**  
OF GAYLAND

SHOWS

CANADAS LARGEST MOTORIZED MIDWAY  
FOR THE FINE SHOWS AND MIDWAY  
THAT THEY HAVE BROUGHT TO OUR

**PONOKA STAMPEDE**

FOR THE PAST TEN YEARS. IT HAS  
BEEN A PLEASURE DOING BUSINESS  
WITH THEM

THE **PONOKA STAMPEDE**  
AND **EXHIBITION ASSOCIATION**

# GIANT

*Car Lions*

# 5 NEW CARS

FRIDAY JULY 1ST

PONOKA ARENA 9 P.M.

TICKETS \$ 5 00

EXTRA CARDS \$ 1 00

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**KINSMEN** *Stampede*  
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